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Date: June 23, 2004 Planning Commission Meeting

Item No.

MILPITAS PLANNING COMMISSION AGENDA REPORT

Category: New Business

Report prepared by: Troy Fujimoto

Public Hearing: Yes: _____ No: X

Notices Mailed On: N/A

Published On: N/A

Posted On: N/A

TITLE: **S-ZONE AMENDMENT (SA2004-50) APPROVAL - SIGN PROGRAM**

Proposal: A request for approval of a sign program for the Shapell office building and two retail buildings at the front of the property.

Location: 60, 100, 120 Milpitas Boulevard

APN: 028-12-020 & 021

RECOMMENDATION: **Approval with conditions**

Applicant: Shapell Industries, 100 North Milpitas Boulevard, Milpitas, CA 95035.

Property Owner: Shapell Industries, 100 North Milpitas Boulevard, Milpitas, CA 95035, and Hansen Louise M. Trustee & et al, 6573 Rolling Oaks Road, San Jose, CA 95120.

Previous Action(s): "S" Zone Amendment Approvals, Use Permits, EIR, General Plan Amendment, Rezone

General Plan Designation: Town Center

Present Zoning: Town Center with an "S" Zone Overlay (TC-S)

Existing Land Use: Commercial and Office uses

Agenda Sent To: Applicant & Owner (as noted above)

Attachments: Proposed Sign Program

BACKGROUND

In 1989, the City approved an expansion for the office building at 100 North Milpitas Blvd. Subsequently, in 1996, the City approved a retail building and associated use permits for Starbuck's and Noah's Bagels, located on a separate parcel. In December 1996, the City approved a sign program for the retail building. In 2003, the Planning Commission approved a second retail building at the front of the office building. With this new building came the need to revise the signage for the entire site, including both parcels.

Site Description

The project site is located at the southeast corner of Milpitas Boulevard and Town Center Drive, across the street from McDonalds restaurant. Immediately to the north are residential uses, with civic facilities to the south and commercial uses to the east and west. The site has a zoning designation of Town Center with an "S" Zone overlay (TC-S). Neighboring land uses to the site include retail uses to the east and west, residential uses to the north, and the civic center and library to the south.

THE APPLICATION

With the recent addition of another retail building to the site, the applicant is requesting approval of a revised sign program to cover both parcels (including Starbucks, Noah's, the office building and the new retail building), pursuant to Sections 3.04 (Sign Program), 3.01(c) (Sign Program approval), and Section 42.00 (Site and Architectural Review) of the zoning ordinance, which requires sign programs be prepared and approved for multi-tenant buildings to ensure uniformity and consistency among all signage on a building and site. The approval of a sign program requires Planning Commission approval.

PROJECT DESCRIPTION

The applicant is proposing to establish a sign program for the site. The sign program includes tenant signage and signage on a freestanding sign. Because there are existing signs at the site, the applicant is requesting that existing on-site signage remain and be factored into the new sign program. The following table summarizes the existing signage at the site.

Existing Tenant	Sign	Square Footage
Starbucks	3 wall signs @ 28 square feet each	85
	1 internal sign	3.14
Noah's Bagels	3 wall signs @ 20 square feet each	.60
US Bank	2 wall signs @ 24.5 square feet each	49
Shapell Offices	1 wall sign	22.5
Freestanding Sign	2 faces @ 26.67 square feet	53
	<i>Total Signage at Site</i>	<i>272.64</i>

Based on 365 lineal feet of street frontage for the two parcels, the site is allowed to have 730 square feet of signage, (365 square feet x 2 = 730 square feet). Taking into account the existing on-site signage, the remaining signage for the site would be 457.36 square feet.

Sign Program Proposal

As part of the sign program proposal the applicant is proposing the following design standards for the two retail buildings:

1. Signs must be centered in their store bays and shall be placed over their entrance if there is an opportunity for more than one sign installation per elevation.
2. Each tenant may have only one wall sign on each of its building elevations.

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3. Maximum overall sign size – 28” high x 12’ wide, with a maximum lettering height of 18” for text.
4. Allowed sign types include halo-lit, internally and externally illuminated, or non-illuminated individual letters/graphics with a maximum depth of 3”.

The proposed design standards for the office building are as follows:

1. Tenant wall signs allowed on building sign bands.
2. Each tenant may have one wall sign on each of its building elevation.
3. Maximum overall signs size – 24” high x 12’ wide.
4. Allowed sign types include Halo-lit and non-illuminated individual letters/graphics.
5. Two building specific signs are allowed over the two main entrances, to be assigned by the landlord.
 - a. One sign shall have an overall sign size – 60” high x 60” wide.
 - b. One sign shall have an overall sign size – 24” high x 24” wide.
 - c. Both signs shall be non-illuminated individual letters/graphics.

The existing freestanding sign shall remain with no changes proposed.

ISSUES

Conformance with the Sign Ordinance

The proposed sign program complies with the City’s sign ordinance as discussed below. According to the sign ordinance, the site would be allowed up to 730 square feet of signage and up to one freestanding sign.

As proposed by the applicant, the sign program would result in most of the existing signage on the retail building and office to be out of conformance with the design standards as proposed. To ensure that this does not happen, *staff recommends* the following changes to the design standards of the sign program:

Two Retail Buildings

1. Maximum overall sign size (including all lines of text and logos) – 32” high x 12’ wide, with a maximum height of 18” for each line of text.

This would allow signs with multiple lines of text, however, any single line of text cannot exceed 18 inches. The overall 32 inches in height would also apply to logo size.

Office Building – Tenant Wall Signs

1. Maximum overall sign size (including logos) – 30” high x 12’ wide, with a maximum height of 24” for text. Only a single line of text shall be allowed for these signs.
2. A maximum of four (4) tenant wall signs shall be allowed on the office building (not including the two building specific signs). Two of the four tenant signs are existing US Bank signs.

Signs for the office building would be limited to a single line and text could not exceed a height of 24 inches, however, logos could extend up to 30 inches. In addition, the building currently has two tenant

wall signs (US Bank) and one building specific sign (Shapell), thus the building could allow two more tenant wall signs and one more building specific sign.

Staff recommends the remainder of the sign area for the site shall be allowed at the discretion of the landowner, to the approval of the city, for an amount not to exceed 730 square feet. All additional signage would need to comply with the design standards of the sign program.

The above changes would be minimal from what is proposed by the applicant and would not significantly affect the overall appearance of any new signs. The changes would keep the existing signs conforming to the proposed sign program.

Conformance with Zoning Ordinance and General Plan

The proposed sign program is compatible with the area. In this case, the new sign program will help patrons identify and better locate tenants from nearby roadways and within the site without being excessive. The proposed sign program does not conflict with any General Plan policies, and is consistent with Implementing Policy 2.a-I-3, which encourages economic pursuits, which will strengthen and promote development through stability and balance.

Conformance with S-Zone Combining District

The purpose of the “S” Zone Combining District is to “ensure the layout of the site and design of the proposed buildings, structures and landscaping are compatible and aesthetically harmonious with adjacent and surrounding development”. Staff has concerns with the proposed locations for signage on the office building. It is not customary for office buildings to have numerous exterior wall signs on the building. Most office buildings have minimal signage and relegates identification of the tenants onto a smaller “tenant identification” sign, usually on a separate wall or freestanding sign. In addition, having that many signs on any building does not enhance or improve the visual appearance of the building. Instead it tends to clutter and degrade the appearance of the building. Thus, **staff recommends** that a maximum of four tenant wall signs and two building specific signs be allowed for the office building.

Neighborhood/Community Impact

Staff concludes that the project, as conditioned, will not create a negative community impact. The sign program is compatible with the existing neighborhood and will assist way-finding for patrons of the site.

RECOMMENDATION

Approve the S-Zone Amendment (SA2004-50) based on the Findings and Special Conditions of Approval listed below:

FINDINGS

1. The proposed project is categorically exempt from further environmental review pursuant to Class 11, Section 15311 (Accessory Structures – On-premise signs) of the State CEQA Guidelines.
2. As conditioned, the proposed modifications will enhance the exterior of the location because the sign program will have a unifying design standards and will provide way-finding to the location.
3. As conditioned, the proposed sign program will not create any adverse community impacts and will not be detrimental or injurious to property or improvements in the vicinity nor to the public health, safety and general welfare:

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- a. Since the program's design is of an attractive and durable quality and is consistent and has a unifying design standards;
- b. Since the scale of the signs in the context of the site and building is visually appropriate;

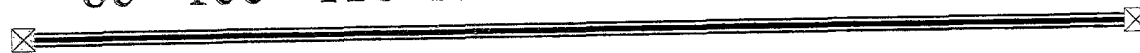
SPECIAL CONDITIONS

1. This S-Zone Amendment (SA2004-50) approval is for a sign program as depicted on approved plans dated June 23, 2004, and as modified by the approved special conditions of this S-Zone Amendment. (P)
2. This use shall be conducted in compliance with all appropriate local, state and federal laws and regulations. (P)
3. For the two retail buildings, maximum overall sign size (including all lines of text and logos) – 32 inches high x 12 feet wide, with a maximum height of 18 inches for text. (P)
4. For the office building tenant wall signs, maximum overall sign size (including logos) – 30 inches high x 12 feet wide, with a maximum height of 24 inches for text. Only a single line of text shall be allowed for the office building tenant wall signs.
5. For the office building, a maximum of four (4) tenant wall signs and two (2) building specific signs shall be allowed. (P)
6. The remainder of the allowable sign area for the site shall be allowed at the discretion of the landowner, to the approval of the city, for an amount not to exceed 730 square feet – no sign multiplier. (P)

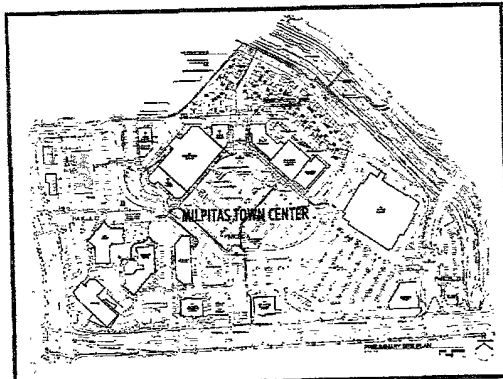
(P) = Planning Division

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60 - 100 - 120 NORTH MILPITAS BLVD.



Milpitas, CA



Vicinity

Sign Criteria

Submitted By: JSJ Electrical Display
459 Industrial Way
Benicia, CA 94510

Ph. 707.747.5595
Fax. 707.747.5599

May 13, 2004

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INTENT

The purpose of these Criteria is to establish signage standards that afford each Tenant an adequate identification while achieving an attractive and harmonious overall appearance among the leased spaces. These regulations and guidelines have been established for the purpose of assuring consistency of quality in all environmental graphics within 60 North Milpitas Blvd. , 100 North Milpitas Blvd., & 120 North Milpitas Blvd. All conditions are to be met as displayed in these Criteria. Deviations from the Criteria will not generally be approved.

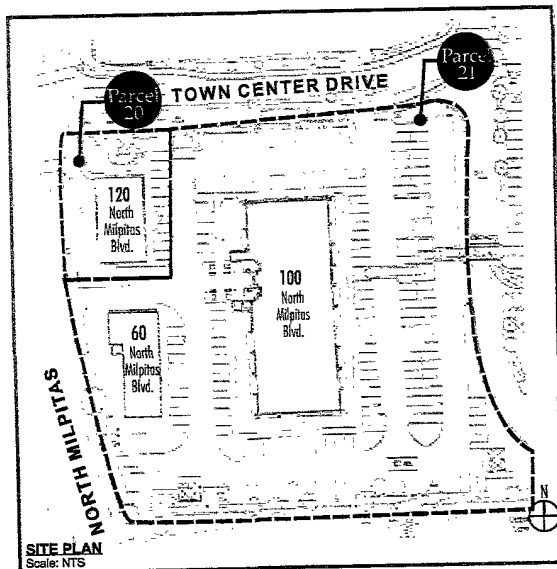
Allowable Signage & Allocation of Signage	Sheet 2
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Parcel 21 Site Signage (100 N. Milpitas Blvd.)	Sheet 4
Parcel 21 Tenant Signage (60 N. Milpitas Blvd.)	Sheet 5
Parcel 20 Tenant Signage (120 N. Milpitas Blvd.)	Sheet 6

Allowable Signage & Allocation of Signage

Allowable Signage

Parcel 21	Method Used	Street Frontage	Total
(Includes 100 N. Milpitas Blvd., all tenants & 60 N. Milpitas Blvd., all tenants)	Street Frontage	244 lineal ft.	488 sq. ft.

Parcel 20	Method Used	Street Frontage	Total
(Includes 120 N. Milpitas Blvd., all tenants)	Street Frontage	121 lineal ft.	242 sq. ft.



Allocation of Signage

Parcel 21	
Site Signage	30.00 sq. ft.
Tenant Signage	458.00 sq. ft.
Total	488.00 sq. ft.

Parcel 21	
Tenant Signage	242 square feet

Note:

- Street frontage calculation based on two square feet of allowable signage for each one foot of street lineal footage.
- These guidelines are intended to be flexible as the number and size of tenants may change. No current existing tenant signage square footage exceeds the allowed signage in these proposed guidelines, however, certain details of existing tenant signs may not be permitted in future applications.
- Individual sign types, sizes and locations are shown for the three buildings on these parcels. However, at no time may the cumulative total of the tenant and site signage exceed the allowed signage square footage allowed per parcel.

Sheet	2 of 6
DR#	04-2543C
Scale	As Noted
Date	5-12-04
Drawn By	
Project	North Milpitas Offices
Address	60,100,120 N. Milpitas
City	Milpitas, CA 95035
Account Rep.	Ron Boatman

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Benicia, CA 94510

Ph. 707.747.5595
Fax 707.747.5599

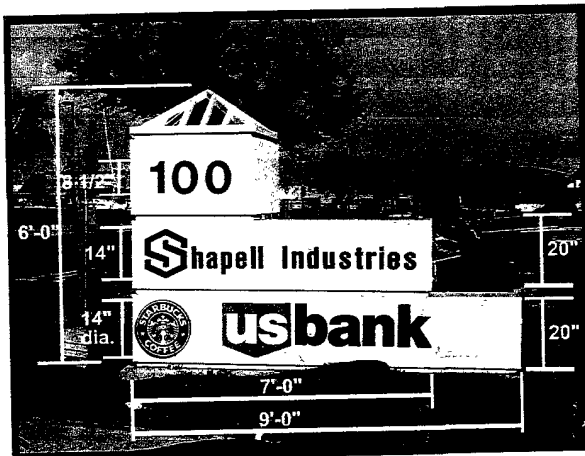
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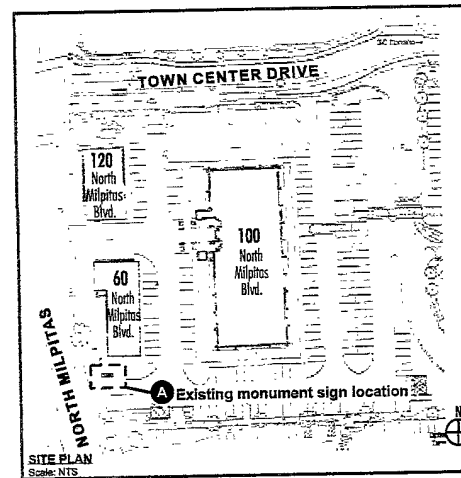
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Parcel 21 Site Signage

Sheet	3	of 6
DR#	04-2543C	
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Drawn By		
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A EXISTING MONUMENT SIGN - 30.00 SQ. FT.



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Ph. 707.747.5595
Fax 707.747.5599

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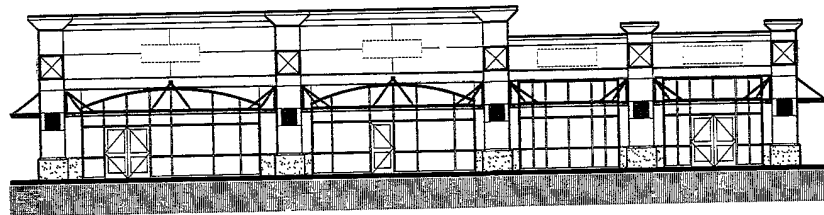
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Parcel 21 Tenant Signage

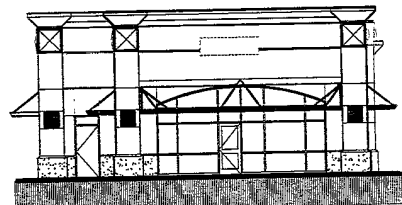
60 N. Milpitas Blvd.

Tenant Wall Signs:

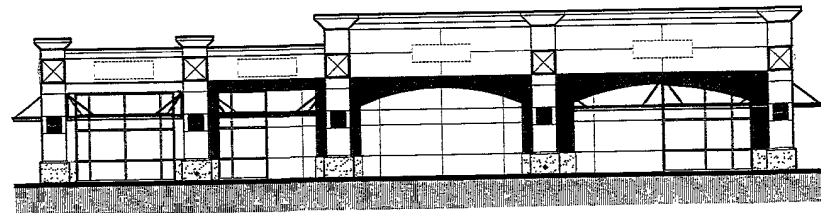
- **Potential** locations for Tenant Wall Signs shown in yellow. Signs must be centered in their bays. If a tenant has more than two sign locations on the same elevation, and has an entrance on the same elevation, the sign must be placed over the entrance.
- Each tenant may have **only** one wall sign on each of its building elevations.
- Maximum Overall Sign Size: 28" High x 8'-0" Wide, with a Maximum height of 18" for text
- Allowed Sign Types: Halo lit individual letters/graphics, non-illuminated individual letters/graphics, internally illuminated individual letters/graphics with a maximum depth of 3", externally illuminated individual letters/graphics



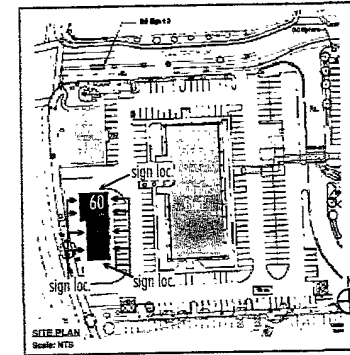
EAST ELEVATION
Scale: 1/16"=1'-0"



SOUTH ELEVATION
Scale: 1/16"=1'-0"



WEST ELEVATION
Scale: 1/16"=1'-0"



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Benicia, CA 94510

Ph. 707.747.5595
Fax 707.747.5599

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Parcel 21 Tenant Signage

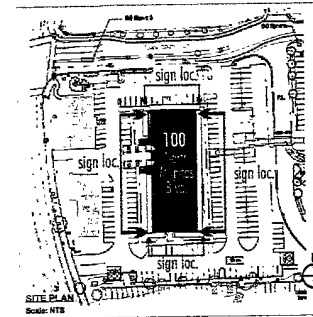
100 N. Milpitas Blvd.

Tenant Wall Signs:

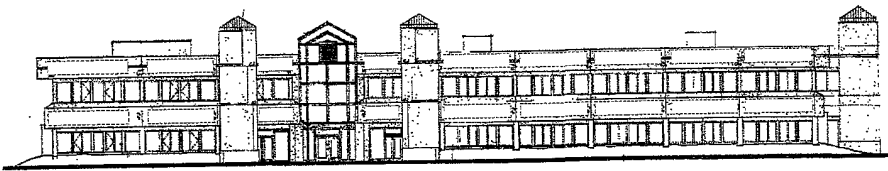
- Tenant Wall Signs allowed on building sign bands. (Sign band & *potential* sign locations noted in yellow on elevations. Final location of sign to be determined on an individual basis.)
- Each tenant may have one wall sign on each of its building elevations.
- Maximum Overall Sign Size: 24" High x 12'-0" Wide.
- Allowed Sign Types: Halo-lit individual letters/graphics, non-illuminated individual letters/graphics.

Building Specific Signs:

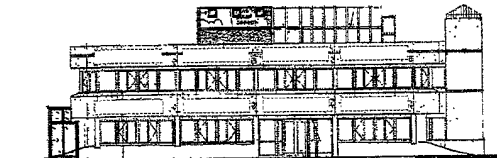
- Due to the nature of this building's architecture, two additional wall signs are allowed over the main entrances, as noted in red on the elevations below. These two sign are assigned to tenants by the landlord.
- Large Sign - Maximum overall sign size - 60" High x 60" Wide; Small Sign - Maximum overall sign size - 24" High x 24" Wide
- Sign Type: non-illuminated individual letters/graphics.



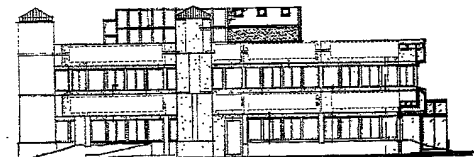
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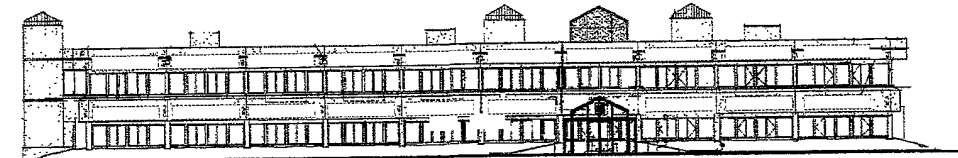
WEST ELEVATION
Scale: NTS



NORTH ELEVATION
Scale: NTS



SOUTH ELEVATION
Scale: NTS



EAST ELEVATION
Scale: NTS

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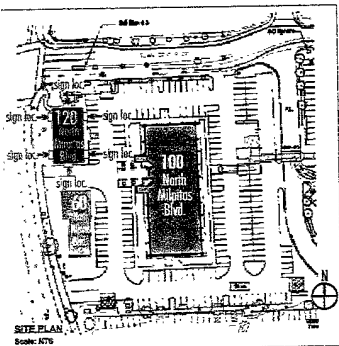
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Parcel 20 Tenant Signage

120 N. Milpitas Blvd.

Tenant Wall Signs:

- **Potential** locations for Tenant Wall Signs shown in yellow. Signs must be centered in their bays. If a tenant has more than two sign locations on the same elevation, and has an entrance on the same elevation, the sign must be placed over the entrance.
- Each tenant may have one wall sign on each of its building elevations.
- Maximum Overall Sign Size: 28" High x 8'-0" Wide, with a Maximum height of 18" for text
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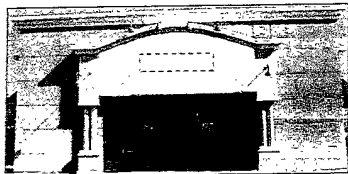
EAST ELEVATION
Scale: NTS



NORTH ELEVATION
Scale: NTS



SOUTH ELEVATION
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WEST ELEVATION
Scale: NTS

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